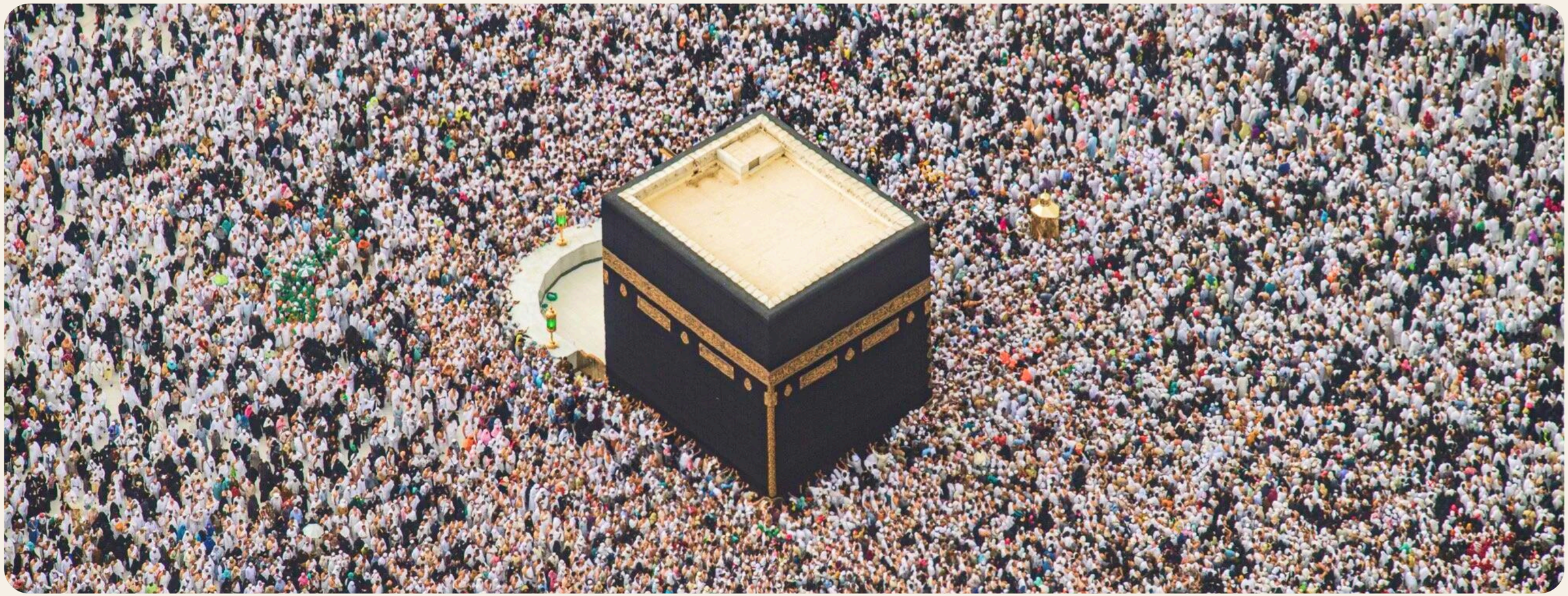


Annual Report 2025

Charity number:
1188594

Period ended:
31 December 2025

Pilgrim

Reference and Administrative Information

TRUSTEES:

Mohammed Shabbir Hassan (Chair)

Khatija Sacranie

EXECUTIVE MANAGEMENT TEAM:

Zain Luqman Miah (CEO)

Afshanara Khanom (Finance Director)

REGISTERED OFFICE:

Pilgrim Support

3A Claps Gate Lane

London E6 6JF

BANK:

Metro Bank

One Southampton Row

London WC1B 5HA

CHARITY NUMBER:

1188594

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Annual Statement from the Chair of Trustees

On behalf of the Board of Trustees, I am pleased to present Pilgrim Support's Annual Report for the year ended 31 December 2025.

The Trustees are responsible for ensuring that the charity remains well governed, financially sustainable, and focused on delivering its charitable objectives. Throughout 2025, the Board continued to provide oversight of the charity's strategy, financial management, governance arrangements, and risk management framework to ensure that Pilgrim continued to deliver public benefit in accordance with its charitable purpose.

2025 was a year of significant investment for the charity. During the year, the Trustees approved the planned use of reserves accumulated in previous years to support the continued development of our digital platforms, educational resources, technical infrastructure, and organisational capacity. As a result, the charity reported a deficit for the year and a reduction in reserves. The Board considers these investments necessary to strengthen Pilgrim's long-term sustainability and increase its ability to deliver charitable impact in future years

Alongside these investments, Pilgrim continued to expand its educational resources and digital services, supporting a growing community of users in the United Kingdom and internationally. The Board remains encouraged by the continued engagement with the charity's platforms and the increasing demand for accessible pilgrimage guidance and Islamic educational content.

A key priority for the Trustees has been the development of a more resilient and diversified funding model. While donations remain an important source of income, the Board has continued to support the development of mission aligned products and services that contribute to the charity's long term financial sustainability while remaining consistent with its charitable objectives.

The Trustees have continued to review governance arrangements, financial controls, and organisational risks throughout the year. We remain satisfied that appropriate systems and procedures are in place to safeguard the charity's assets, support effective decision making, and maintain accountability across all areas of the organisation.

On behalf of the Board, I would like to express my sincere thanks to my fellow Trustees, our Chief Executive Officer, Zain Miah, our contractors, volunteers, supporters, and donors for their continued commitment and support. Their contribution has enabled Pilgrim to continue providing trusted educational resources and practical guidance for pilgrims around the world.

The Trustees remain confident in the charity's future direction and committed to ensuring that Pilgrim continues to deliver meaningful public benefit through education, innovation, and responsible stewardship.

Mohammed Shabbir Hassan
Chair Of Trustees

Statement from CEO

During 2025, Pilgrim continued to develop its digital platforms, educational resources, and services in support of pilgrims and individuals seeking accessible Islamic educational content.

Our focus throughout the year was the continued development of the Pilgrim ecosystem, including the Pilgrim App, Pilgrim website, PilgrimHub, and My Dua List. These investments strengthened the resources available to our community and improved the overall experience for users engaging with our platforms.

During the year, we continued to expand our reach and engagement. Pilgrim's educational content reached millions of people worldwide through our digital platforms and social media channels, helping to provide accessible guidance, practical resources, and educational content to a diverse international audience.

Alongside the development of our services, we invested in systems, infrastructure, and organisational capacity to support the charity's long term ambitions. These investments have strengthened our operational resilience and created a stronger foundation for future development.

Looking ahead, our priority remains the sustainable growth of products and services that directly support our charitable objectives. We will continue developing resources that assist pilgrims while strengthening the charity's long term financial sustainability through mission aligned sources of income.

I would like to thank our Trustees, volunteers, contractors, supporters, and the wider Pilgrim community for their continued support throughout the year. Their encouragement, expertise, and commitment remain central to everything we achieve.

We remain committed to expanding access to trusted pilgrimage guidance and Islamic educational resources and look forward to continuing this work in the years ahead.

Zain Miah
Chief Executive Officer

About pilgrim

Pilgrim Support is a registered charity dedicated to advancing the Islamic faith through religious education, supporting religious observance, and promoting public understanding of Hajj, Umrah, and Islamic heritage.

Through its digital platforms, educational resources, and community initiatives, the charity provides accessible pilgrimage guidance and Islamic educational content to individuals in the United Kingdom and internationally.

The charity seeks to promote religious understanding through trusted educational resources covering Hajj, Umrah, Islamic history, and significant sacred sites. It also provides practical tools and digital services that support pilgrims before, during, and after their journeys.

In planning its activities, the Trustees have had due regard to the Charity Commission's guidance on public benefit. The Trustees are satisfied that the charity continues to provide public benefit through the advancement of religious education, the provision of pilgrimage guidance, and the development of accessible resources that support individuals in strengthening their understanding and practice of their faith.

A Year of Development and Impact

During 2025, Pilgrim continued to invest in its digital platforms, educational resources, and community engagement activities.

Development work continued across the Pilgrim App, My Dua List, PilgrimHub, and the Pilgrim website, alongside investment in educational content and platform functionality. These activities supported the charity's objective of making trusted pilgrimage guidance and Islamic educational resources more accessible to a wider audience.

Key highlights during 2025

During the year, Pilgrim achieved several important milestones, including:

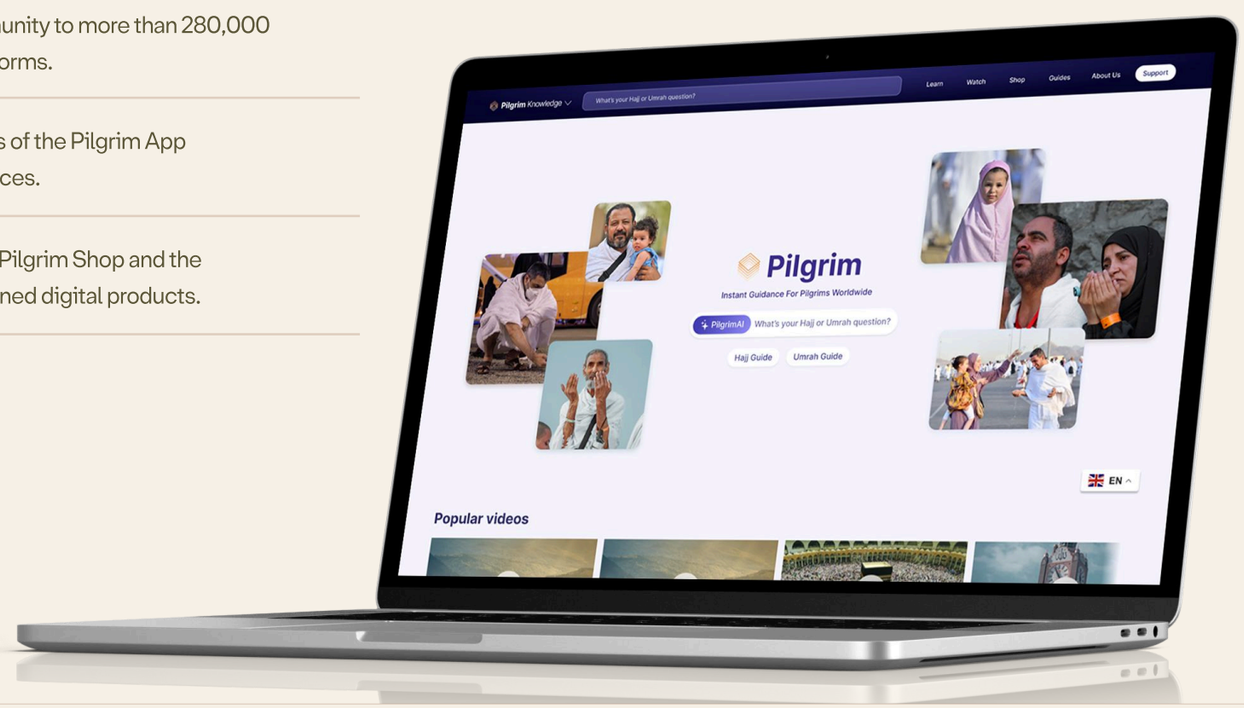
- Continued development and enhancement of the Pilgrim App.
- Successful completion and deployment of My Dua List Version 4.
- Expansion of the Pilgrim Service Directory and Landmark Database.
- Continued development of the Group Experience Module and Tawaf Tracker 2.0.
- Social media reach exceeding 58 million people worldwide.
- Growth of the Pilgrim community to more than 280,000 followers across digital platforms.
- More than 17,000 downloads of the Pilgrim App across iOS and Android devices.
- Continued expansion of the Pilgrim Shop and the development of mission aligned digital products.

Looking Ahead

Pilgrim remains focused on strengthening its long term sustainability through the continued development of products and services that support both its charitable objectives and financial resilience.

Future priorities include the continued development of the Pilgrim App, My Dua List, educational resources, Companion Cards, prayer books, journals, and other mission aligned digital services. These activities are intended to increase access to trusted Islamic educational content while supporting the charity's long term sustainability.

The Trustees will continue to monitor the performance and sustainability of these activities to ensure that they remain aligned with the charity's objectives and continue to deliver public benefit.



Digital strategy and product development

Throughout 2025, Pilgrim continued to invest in digital platforms and technology that support the charity's educational mission and improve access to trusted pilgrimage guidance.

Development activity focused on enhancing existing products, expanding educational resources, improving platform reliability, and ensuring that the charity's digital services remain accessible to users worldwide.

Pilgrim App

The Pilgrim App remained a key strategic project throughout the year. Development work focused on improving usability, performance, and accessibility while expanding the educational tools and practical resources available to users.

The application continues to provide pilgrims with access to guidance, landmarks, duas, and interactive tools designed to support their pilgrimage experience.

New Product Development

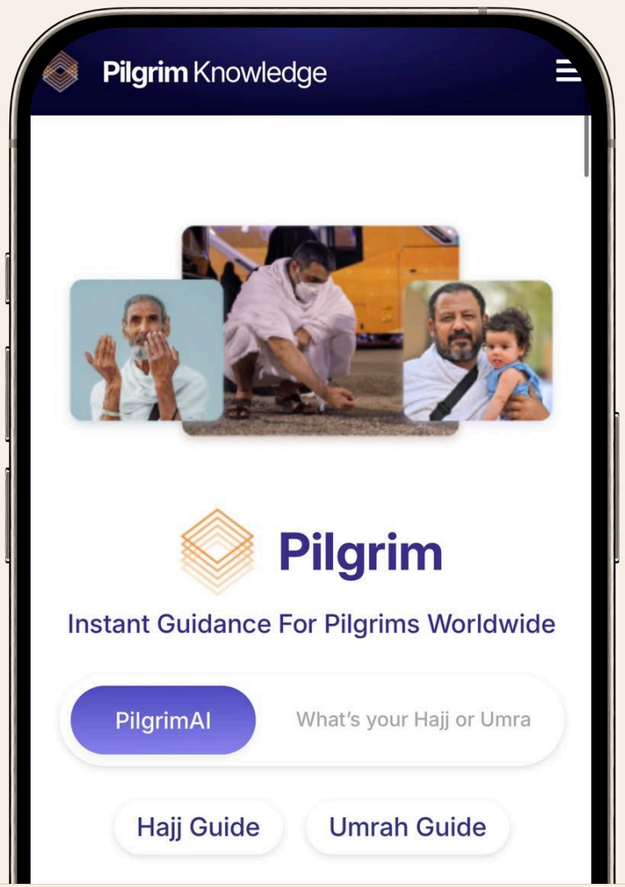
Development continued across several strategic initiatives, including the Group Experience Module, Tawaf Tracker 2.0, and My Dua List Version 4.

These projects introduced improvements to user experience, functionality, and platform resilience while expanding the range of digital resources available through the Pilgrim ecosystem.

Digital Resources and Educational Content

The charity continued to expand the Pilgrim Service Directory and Landmark Database during the year.

Additional content was added, existing information was reviewed and updated, and improvements were made to navigation and search functionality. These developments increased access to practical information and educational resources for pilgrims and learners worldwide.



Pilgrim Website and PilgrimHub

.Development work on the Pilgrim website and PilgrimHub focused on improving content management, platform performance, navigation, and accessibility.

These enhancements strengthened the delivery of educational resources and improved the overall user experience across the charity's digital services.

Search Visibility and Infrastructure

The charity continued to invest in search engine optimisation, security, maintenance, and technical infrastructure.

This work helped improve the visibility, reliability, and long term sustainability of Pilgrim's digital platforms, ensuring that educational resources remain accessible to a growing audience.

Looking Forward

The Trustees remain committed to investing in technology that advances religious education, supports pilgrims, and increases access to trusted Islamic knowledge. Digital development will continue to play an important role in supporting the charity's mission and long term sustainability.

Pilgrim App

The Pilgrim App remained one of the charity's most important digital resources throughout 2025, providing pilgrims with accessible educational content, landmark information, service directories, duas, tracking tools, and practical guidance throughout every stage of their pilgrimage journey.

Building on the strategic developments outlined earlier in this report, substantial technical enhancements were delivered during the year to strengthen the application's functionality, reliability, and long term scalability.

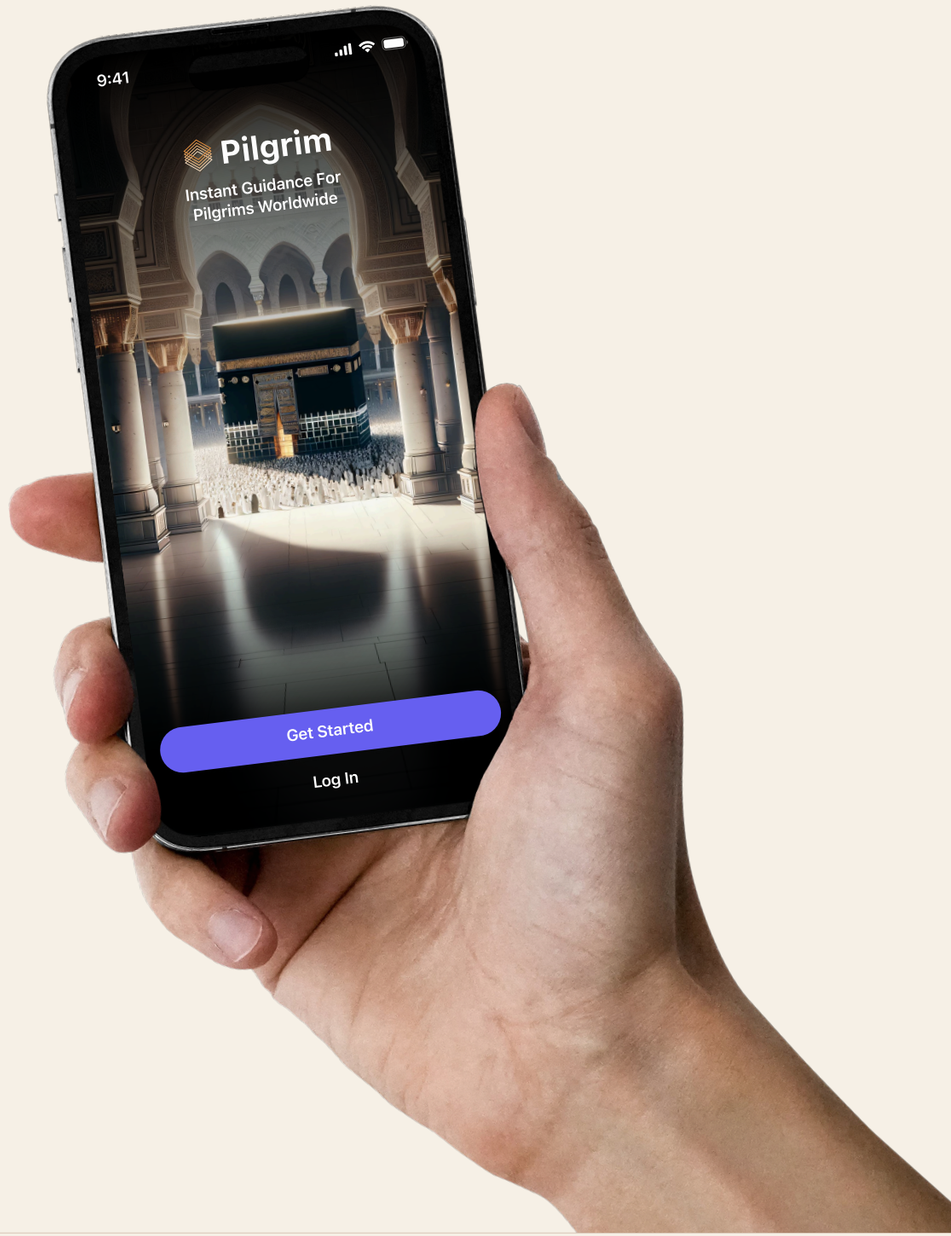
Development focused on modernising the backend infrastructure, expanding API functionality, improving user experience, and increasing the breadth of educational content available through the platform. Significant progress was made on API V2, including enhancements to social login functionality, dashboard improvements, city specific content delivery, bookmark management, My Dua List integration, and Hajj Companion functionality. Multiple backend improvements and endpoint optimisations were also completed to improve platform performance, reliability, and responsiveness.

Development continued on Tawaf Tracker 2.0, introducing further enhancements to tracking functionality, user workflows, and interface design. Progress was also made on the Group Experience Module, including the development of the underlying database architecture, the Group Organiser Dashboard, and the core workflows required to support effective group management.

The Pilgrim Service Directory expanded considerably during the year, providing users with an increasingly comprehensive range of practical services. New and updated information was added across restaurants, hospitals, pharmacies, shopping centres, currency exchange services, ATMs, telecommunications providers, guided tours, Haram facilities, public amenities, and barber services. Restaurant listings across both Makkah and Madinah were expanded, together with updated operational information and additional shopping locations to improve the experience of pilgrims travelling to the Holy Cities.

Further investment was also made in the Landmark Database. Existing entries were reviewed and updated, while new educational content covering gates, mosques, museums, mountains, wells, Hajj sites, and graveyards was added. These improvements continue to strengthen Pilgrim's objective of providing accurate, accessible, and engaging educational resources for pilgrims around the world.

The Pilgrim App continued to attract new users and maintain strong levels of engagement throughout the year. Its combination of educational content, pilgrimage guidance, landmark information, and practical tools has established it as one of the charity's most widely used digital resources.



User Growth and Engagement

During 2025, the Pilgrim App achieved:

17,328 Total downloads across IOS and Android devices

10,700 First time downloads on IOS

6,628 Android user accusations

3,900 Monthly active users

1,800 Weekly active users

288 Daily active users

1,800 Weekly active users

1,800 Weekly active users

User engagement also remained exceptionally strong throughout the year, generating:

131,000 Screen views

51,000 App opens

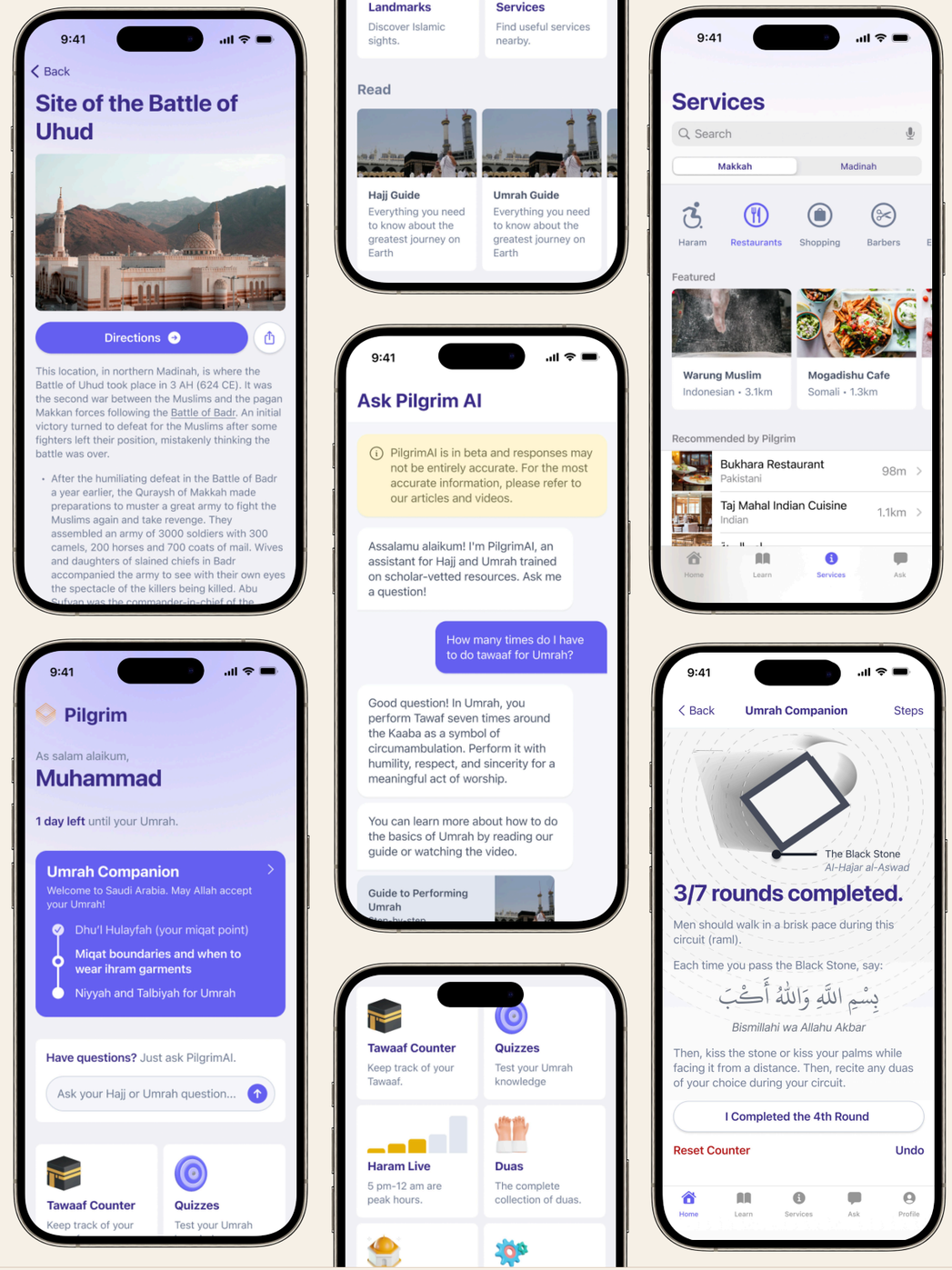
50,000 Session starts

209,000 Engagement events

An average engagement time of 18 minutes per active user.

The application continued to attract a diverse international audience. The largest user communities were in Saudi Arabia, the United Kingdom, India, Pakistan, the United States, France, and the United Arab Emirates.

These results demonstrate the continued growth of the Pilgrim App as a trusted digital companion for pilgrims worldwide. The sustained increase in users and engagement provides a strong platform for future innovation, expanded educational content, and continued growth in the years ahead.



My Dua List

My Dua List continued to develop throughout 2025 and remains one of Pilgrim's most distinctive and impactful digital products. The platform enables users to create, organise, manage, and share personal dua requests through a simple, accessible, and user-focused online experience.

During the year, significant investment was made in strengthening the platform's technical infrastructure, improving stability, and preparing the service for future growth. These developments were aimed at enhancing reliability, scalability, and the overall user experience while ensuring that the platform continues to meet the needs of a growing international community.

A major milestone was the successful completion and deployment of My Dua List Version 4. This release introduced substantial improvements across the platform, including system wide optimisation, enhanced backend reliability, endpoint improvements, integration upgrades, and technical search engine optimisation designed to improve both visibility and performance.

Following deployment, extensive testing and performance monitoring were undertaken to ensure platform stability and maintain the high standard of user experience expected across the Pilgrim ecosystem.

Supporting Long Term Sustainability

In addition to delivering meaningful public benefit, My Dua List also continued to demonstrate the potential for carefully developed mission aligned products to contribute towards the charity's financial sustainability.

During 2025, the platform generated £2,255 in revenue. Although still at an early stage of development, this demonstrates the potential of mission aligned products to contribute towards the charity's long term financial sustainability, this represents an encouraging step in the continued development of sustainable income streams that directly support Pilgrim's charitable objectives.

Since receiving its first customer order in May 2024, My Dua List has evolved into an important part of the Pilgrim ecosystem. It continues to strengthen spiritual engagement while contributing to the charity's long term sustainability through the responsible development of mission aligned digital services.

The Trustees remain encouraged by the platform's continued growth and believe that My Dua List is well positioned to support an expanding global community in the years ahead.

Community Growth and Engagement

Community engagement remained exceptionally strong throughout the year, demonstrating the continued value of My Dua List as a resource that supports users in their personal acts of worship and spiritual reflection.

By 31 December 2025, the platform had achieved:

3,500 Registered users

3,342 Returning users

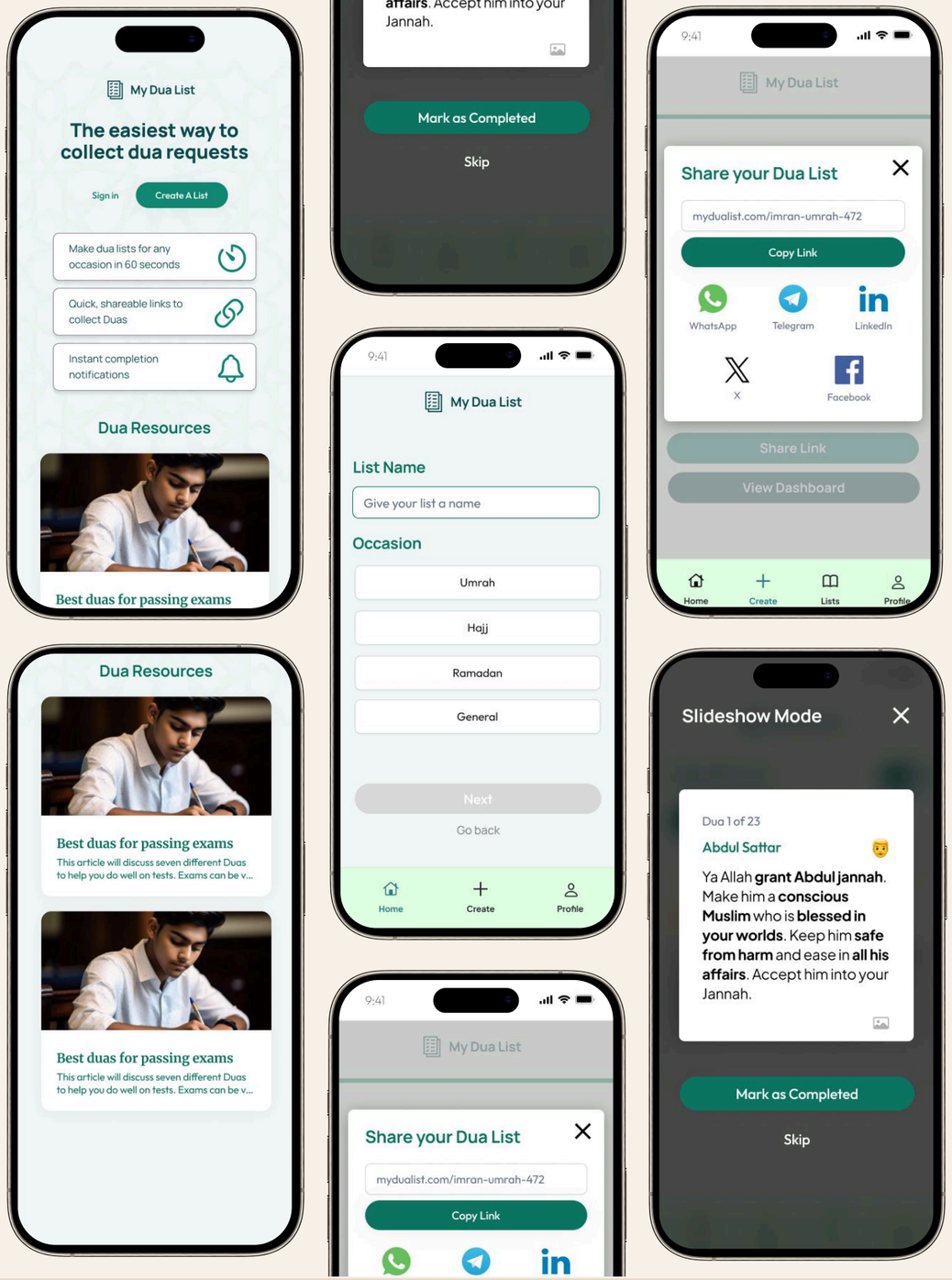
95.5% User retention rate

30,870 Dua submissions

3,342 Personal dua lists created

24,280 Completed dua requests

These figures reflect a highly engaged user community and demonstrate the platform's growing importance as part of Pilgrim's wider digital ecosystem.



Social Media and Community Growth

Social media continues to play a central role in Pilgrim's mission to advance religious education and make authentic Islamic knowledge and pilgrimage guidance accessible to Muslims around the world. Through high quality educational content, historical storytelling, practical pilgrimage guidance, and meaningful community engagement, Pilgrim has continued to expand its reach while strengthening relationships with an increasingly diverse global audience.

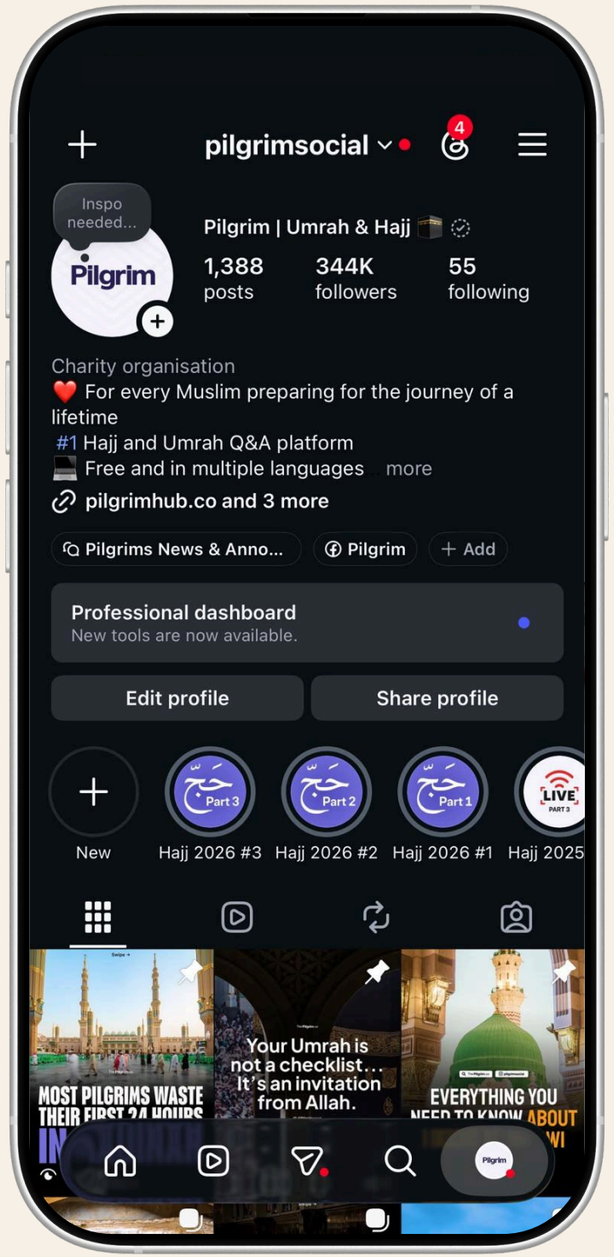
Throughout 2025, the charity maintained an active presence across its social media platforms, publishing content designed to educate, inspire, and support Muslims at every stage of their faith journey. Content focused on Hajj and Umrah preparation, Islamic landmarks, sacred sites, historical narratives, spiritual reflection, practical travel guidance, and educational resources available through the wider Pilgrim ecosystem.

Audience Growth

The year saw exceptional growth across all major social media channels.

Pilgrim's online community increased from approximately 177,000 followers at the beginning of the year to more than 280,000 followers by 31 December 2025. This represents growth of approximately 58 per cent, with an increase of more than 103,000 new followers during the reporting period.

A total of 543 pieces of content were published throughout the year, providing a consistent stream of educational and informative material for the global Muslim community. This content included short educational videos, historical explainers, pilgrimage guides, landmark features, travel advice, faith based reflections, and practical resources designed to support pilgrims before, during, and after their journey.



Reach and Visibility

Pilgrim's digital reach continued to expand significantly throughout the year.

Across all social media platforms, the charity generated approximately 159.7 million content views and reached more than 58.8 million people worldwide.

These figures represent one of the strongest periods of growth since Pilgrim was established and demonstrate the increasing demand for trusted, accessible, and engaging Islamic educational content.

Community Engagement

Engagement across Pilgrim's digital platforms remained exceptionally strong, reflecting the relevance and value of the charity's educational resources.

During 2025, Pilgrim's content generated:

8.6 million likes.

107,957 comments.

738,603 shares.

Millions of video views across multiple platforms.

The exceptionally high number of shares is particularly significant, demonstrating that members of the community actively recommend and distribute Pilgrim's educational content within their own networks. This organic engagement enables the charity's resources to reach audiences far beyond its direct followers, extending both awareness and charitable impact.

High Performing Content

Several individual pieces of content achieved exceptional levels of engagement during the year, with more than fifteen Instagram Reels and short form videos each exceeding one million views.

These high performing publications substantially increased awareness of Pilgrim and introduced large numbers of new users to the charity's educational resources, products, and digital services.

Content focusing on Islamic landmarks, pilgrimage experiences, sacred sites, historical locations, and practical guidance for Hajj and Umrah consistently performed particularly well. This continued success demonstrates a clear and growing demand for accessible, visually engaging, and reliable Islamic educational content.

Supporting the Wider Pilgrim Ecosystem

Social media also played an important role in supporting the charity's wider digital ecosystem.

During the year, more than 6,000 users visited the Pilgrim website directly through social media channels, where they accessed articles, educational resources, pilgrimage guidance, and digital tools.

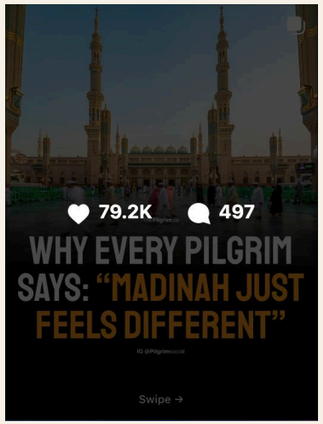
Social media therefore continues to serve as an important gateway, connecting audiences with the charity's broader educational services while increasing awareness of Pilgrim's mission and charitable work.

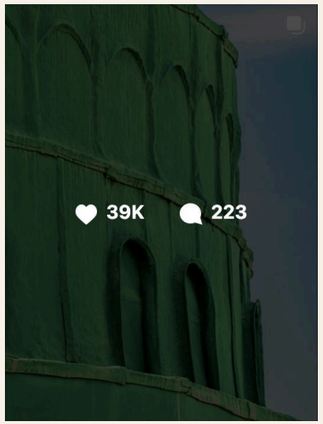
Delivering Public Benefit

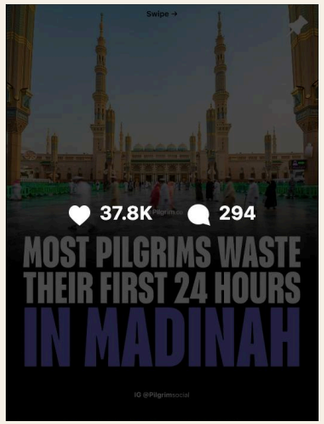
Beyond audience growth and engagement, Pilgrim's social media activity continues to deliver significant public benefit.

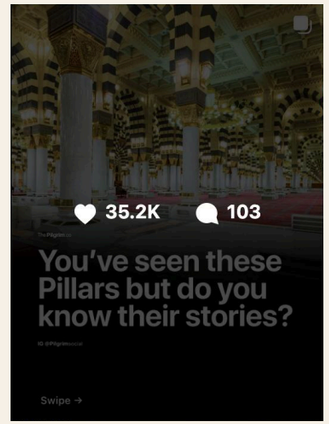
The Trustees consider the charity's social media activity to be an important means of delivering public benefit. By providing free access to educational resources, pilgrimage guidance, historical content, and practical information, Pilgrim is able to advance religious education and make trusted Islamic knowledge accessible to a global audience.

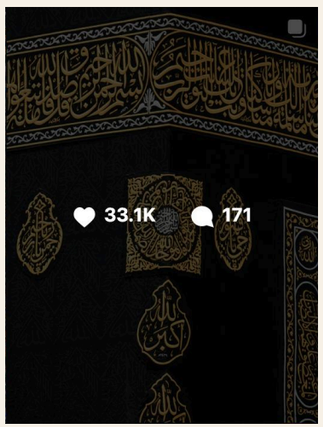
The Trustees remain greatly encouraged by the sustained growth achieved during 2025 and recognise social media as one of the charity's most effective channels for extending the reach and impact of its educational mission. As Pilgrim continues to grow, these platforms will remain central to the charity's strategy for supporting pilgrims, promoting Islamic learning, and delivering meaningful public benefit on a global scale.

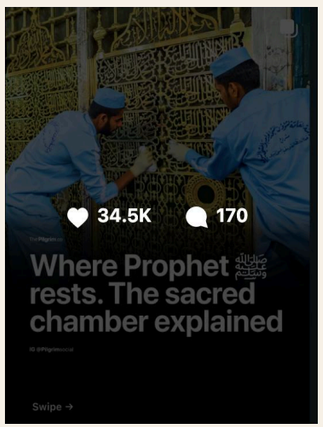


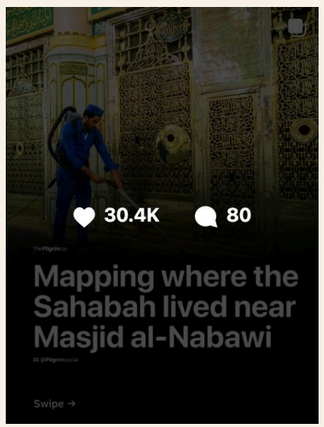


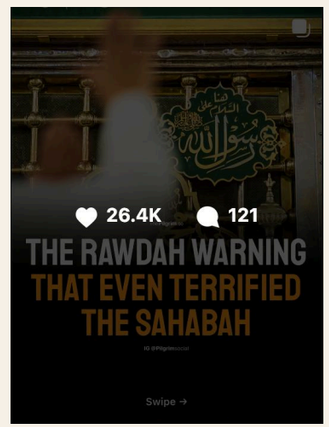












Financial review

The Trustees are pleased to present the financial results for the year ended 31 December 2025.

Throughout the year, Pilgrim continued to invest strategically in its digital platforms, educational resources, and organisational infrastructure to strengthen its long term capacity to deliver public benefit. These investments reflect the Board's commitment to developing sustainable technology, expanding educational services, and ensuring that the charity remains well positioned to support pilgrims for many years to come.

Financial Performance

During the year, The charity generated total income of £125,377 and incurred expenditure of £393,289, resulting in a deficit of £267,912. This reduction reflects continued efforts to manage expenditure carefully while maintaining significant investment across the charity's core programmes, digital platforms, and operational infrastructure.

Investment remained focused on the continued development and maintenance of the Pilgrim App, My Dua List, PilgrimHub, the Pilgrim website, and supporting technologies. Resources were directed towards strengthening platform functionality, enhancing user experience, expanding educational content, and building a more resilient and scalable digital infrastructure.

Assets and Financial Position

At 31 December 2025, the charity held total assets of £171,961, compared with £432,314 at the end of the previous financial year.

This reduction reflects the planned use of accumulated reserves to fund strategic development activities, technology investment, infrastructure improvements, and the continued expansion of Pilgrim's digital services. These investments were made in accordance with the Trustees' long term strategy to strengthen the charity's future impact and sustainability.

Cash held across the charity's bank accounts totalled £120,600 at the year end, compared with £380,953 in 2024.

In addition, the charity held current investments valued at £35,000 together with debtors of £16,361, resulting in total current assets of £171,961.

Current liabilities at the reporting date totalled £18,998, comprising trade creditors, accruals, and credit card liabilities. The Trustees remain satisfied that the charity maintained appropriate financial controls throughout the year and continued to meet all financial obligations as they fell due.

Net Assets

Net assets at 31 December 2025 stood at £152,963, compared with £420,875 at the end of 2024.

Although the charity recorded a deficit during the year, this reflected a deliberate strategic decision by the Trustees to utilise reserves accumulated in previous years to invest in technology, products, systems, infrastructure, and educational resources that directly support Pilgrim's long term charitable objectives.

The Board considers these investments essential in strengthening the charity's long term sustainability, increasing public benefit, and creating a platform for future growth.

The Trustees remain satisfied that the charity's financial position is stable and that sufficient resources are available to support planned activities, ongoing operations, and future development.

RESERVES POLICY

Pilgrim's reserves policy is designed to ensure that the charity maintains sufficient financial resources to manage operational risks, respond to unforeseen circumstances, and continue investing in activities that further its charitable purposes.

At 31 December 2025, total reserves stood at £152,963, compared with £420,875 in the previous year. These reserves comprise unrestricted and restricted funds held to support the charity's ongoing activities and strategic priorities.

The reduction in reserves during the year reflects planned investment in platform development, technology infrastructure, educational content, product development, and organisational growth. The Trustees consider these investments necessary to strengthen the charity's long term resilience and maximise future charitable impact.

The Board reviews the level of reserves regularly and seeks to maintain an appropriate balance between financial resilience and continued investment in innovation, service delivery, and organisational development.

The Trustees aim to maintain unrestricted reserves broadly equivalent to between six and twelve months of planned expenditure. Reserve levels are reviewed regularly against forecast expenditure, future commitments and identified risks.

The Trustees remain satisfied that the current level of reserves provides sufficient flexibility to support the charity's ongoing operations while enabling continued investment in future opportunities that advance Pilgrim's charitable objectives.

FUTURE FUNDING STRATEGY

Throughout 2025, Pilgrim continued its transition towards a more diversified and sustainable funding model.

While voluntary donations remain an important source of income, the charity's long term strategy is to increase revenue generated through products and services that directly support its charitable purposes. This approach aims to complement voluntary donations through the development of mission aligned products and services while ensuring that educational resources remain accessible and affordable for the communities the charity serves.

During 2026, Pilgrim will continue expanding the Pilgrim Shop while developing additional mission aligned products and services, including premium My Dua List services, Umrah Companion Cards, Pilgrim prayer books, journals, educational publications, and future digital products delivered through the Pilgrim App and PilgrimHub.
The charity will also continue exploring opportunities to license technology, expand subscription based services, and develop new educational resources that generate sustainable income while advancing religious education and supporting pilgrims around the world.

The Trustees believe that this diversified funding strategy will strengthen the charity's long term financial sustainability, enabling Pilgrim to continue investing in technology, education, innovation, and community support while maintaining its independence and remaining focused on delivering lasting public benefit.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Pilgrim Support is a Charitable Incorporated Organisation (CIO) registered with the Charity Commission for England and Wales. The charity was established on 17 March 2020 and operates in accordance with its governing document and charitable objectives.

The Trustees are responsible for the overall governance, strategic direction, and financial stewardship of the charity. They ensure that Pilgrim operates in accordance with its governing document, complies with relevant legislation and regulatory requirements, and remains focused on delivering its charitable purposes for the public benefit.

Trustees serve on a voluntary basis and receive no remuneration for their services. Any expenses properly incurred in carrying out trustee duties are disclosed within the financial statements where applicable.

Governance

The Board met regularly throughout the year and received operational and financial reports to support effective oversight, decision making and consideration of the principal risks facing the charity.

The Board also reviews the effectiveness of the charity's programmes and activities to ensure that resources continue to be applied efficiently and that meaningful public benefit is delivered.

In addition to regular Board meetings, the Trustees receive operational and financial updates to support informed decision making and effective oversight of the organisation's activities.

Appointment and Development of Trustees

Trustees are appointed in accordance with the charity's governing document.

The Board recognises the importance of maintaining strong governance and encourages Trustees to undertake continuing professional development and appropriate training. This helps ensure that Trustees remain informed of developments within the charity sector and continue to fulfil their statutory duties effectively.

Operational Management

Responsibility for the day to day management of the charity is delegated to the Chief Executive Officer, who oversees operational delivery, product development, educational content, strategic partnerships, organisational development, and the implementation of the Board's strategic objectives.

The Chief Executive Officer works closely with the Trustees to ensure that operational activities remain aligned with the charity's mission, strategic priorities, and governance framework.

Specialist Expertise

To support the delivery of its charitable activities, Pilgrim continues to work with specialist contractors across a range of professional disciplines, including software development, product design, content creation, search engine optimisation, marketing, and digital platform management.

This operating model enables the charity to access specialist expertise while maintaining flexibility, ensuring efficient use of charitable resources, and supporting the continued development of high quality digital products and educational services.

OBJECTIVES AND PUBLIC BENEFIT

Pilgrim exists to advance the Islamic faith through education, the promotion of religious understanding, and the provision of trusted resources that support Muslims undertaking pilgrimage.

The charity delivers public benefit through the creation and distribution of free educational resources, pilgrimage guidance, landmark information, historical content, digital tools, and community support services. These resources are made available through the Pilgrim website, Pilgrim App, social media platforms, and other digital channels, enabling users throughout the United Kingdom and internationally to access reliable Islamic educational content.

Throughout 2025, the Trustees have had due regard to the Charity Commission's guidance on public benefit when planning, reviewing, and evaluating the charity's activities.

The Trustees are satisfied that the work undertaken during the year has furthered the charity's charitable purposes and provided meaningful benefit to the public.

Pilgrim's activities continue to support individuals preparing for Hajj and Umrah, those seeking to deepen their understanding of Islam, and those wishing to learn more about Islamic history and sacred sites. Through practical guidance, accessible educational resources, and innovative digital services, the charity helps individuals strengthen their religious understanding and engage more confidently with their faith.

The Trustees remain committed to ensuring that Pilgrim continues to deliver public benefit through religious education, pilgrimage guidance, and accessible digital resources that support the charity's charitable objectives.

RISK MANAGEMENT STATEMENT

The Trustees recognise that effective risk management is fundamental to the good governance and long term sustainability of the charity. Throughout 2025, the Board continued to review the principal risks facing Pilgrim and to ensure that appropriate controls and mitigation measures remained in place.

The Board regularly assesses financial, operational, reputational, technological, and regulatory risks that could affect the charity's ability to deliver its charitable objectives. Particular attention during the year was given to maintaining the security and resilience of Pilgrim's digital infrastructure, safeguarding user data, ensuring compliance with fundraising and financial regulations, and strengthening operational governance as the organisation continued to grow.

Risks are reviewed regularly at Board meetings, with mitigation measures monitored throughout the year. These include the use of secure payment systems, robust financial controls, effective governance of restricted funds, regular oversight of contractors and service providers, and ongoing investment in secure digital infrastructure.

Principal risks identified by Trustees

- Financial sustainability and income diversification.
- Dependence on digital platforms and technology infrastructure.
- Cyber security and data protection.
- Dependence on specialist contractors and suppliers.
- Reputational risk associated with public educational content.

The Trustees are satisfied that appropriate procedures remain in place to identify, monitor, and manage the principal risks facing the charity and that these arrangements continue to support the effective delivery of Pilgrim's charitable activities.

FUNDRAISING AND ETHICAL PRACTICE

Pilgrim is committed to maintaining the highest standards of ethical fundraising and transparency in all interactions with donors, supporters, and beneficiaries.

The charity does not engage in high pressure or intrusive fundraising practices, nor does it buy, sell, or share donor data. All donations are processed securely, and Gift Aid claims are submitted in accordance with HM Revenue and Customs requirements.

The Trustees are committed to ensuring that all restricted income is applied solely for the purposes intended by donors. Supporters are regularly informed about the impact of their contributions, reinforcing the charity's commitment to openness, accountability, and responsible stewardship of charitable funds.

Fundraising activities are monitored by the Trustees to ensure compliance with relevant legislation, recognised good practice, and the charity's own ethical standards.

VOLUNTEER AND PRO BONO CONTRIBUTIONS

Pilgrim continues to benefit from the generosity, skills, and commitment of volunteers and supporters who contribute their time and expertise in support of the charity's mission.

During 2025, volunteers provided valuable assistance across a range of activities, including photography, translation, captioning, user testing, and product feedback. These contributions have supported the continued development of Pilgrim's educational resources and digital platforms.

Although the value of volunteer time is not recognised within the financial statements, as it cannot be measured reliably, the Trustees acknowledge that these contributions represent an important part of the charity's continued success and development.

ENVIRONMENTAL CONSIDERATIONS AND SUSTAINABILITY

Pilgrim recognises its responsibility to operate in an environmentally responsible manner and seeks to minimise the environmental impact of its activities wherever practicable.

As a predominantly digital organisation, the charity naturally reduces its reliance on printed materials, physical distribution, and unnecessary travel. By delivering educational resources through digital platforms, Pilgrim is able to reach global audiences while maintaining a comparatively low environmental footprint.

Where physical products are produced, including prayer books, Companion Cards, journals, and other educational resources, the charity seeks to use sustainable materials and environmentally responsible packaging wherever this is practical and economically viable.

The Trustees remain committed to identifying opportunities to reduce unnecessary shipping, encourage digital delivery where appropriate, and continually improve the environmental sustainability of the charity's operations.

CLOSING REFLECTIONS AND ACKNOWLEDGEMENTS

The achievements outlined throughout this report would not have been possible without the generosity, trust, and encouragement of our supporters.

We extend our sincere gratitude to our donors, partners, funders, and supporters who continue to believe in Pilgrim's vision of empowering pilgrims through trusted education, innovative technology, and accessible resources. Their continued confidence enables the charity to invest in products and services that deliver lasting public benefit.

We are equally grateful to our staff, contractors, volunteers, and specialist partners for their professionalism, dedication, and commitment throughout 2025. Their expertise and hard work have played a vital role in strengthening the charity and supporting its continued growth.

The Trustees also wish to thank our growing community of users for their encouragement, feedback, and engagement. Their experiences continue to shape the development of Pilgrim's resources and inspire the charity's future direction.

Finally, we pray that Allah accepts this work, places barakah in every effort made, and allows these resources to continue benefiting pilgrims and communities for many years to come.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law, the Charities Act 2011, and United Kingdom Accounting Standards, including Financial Reporting Standard 102 (FRS 102), The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland.

Charity law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the reporting period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles set out in the Charities Statement of Recommended Practice (SORP);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures being disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

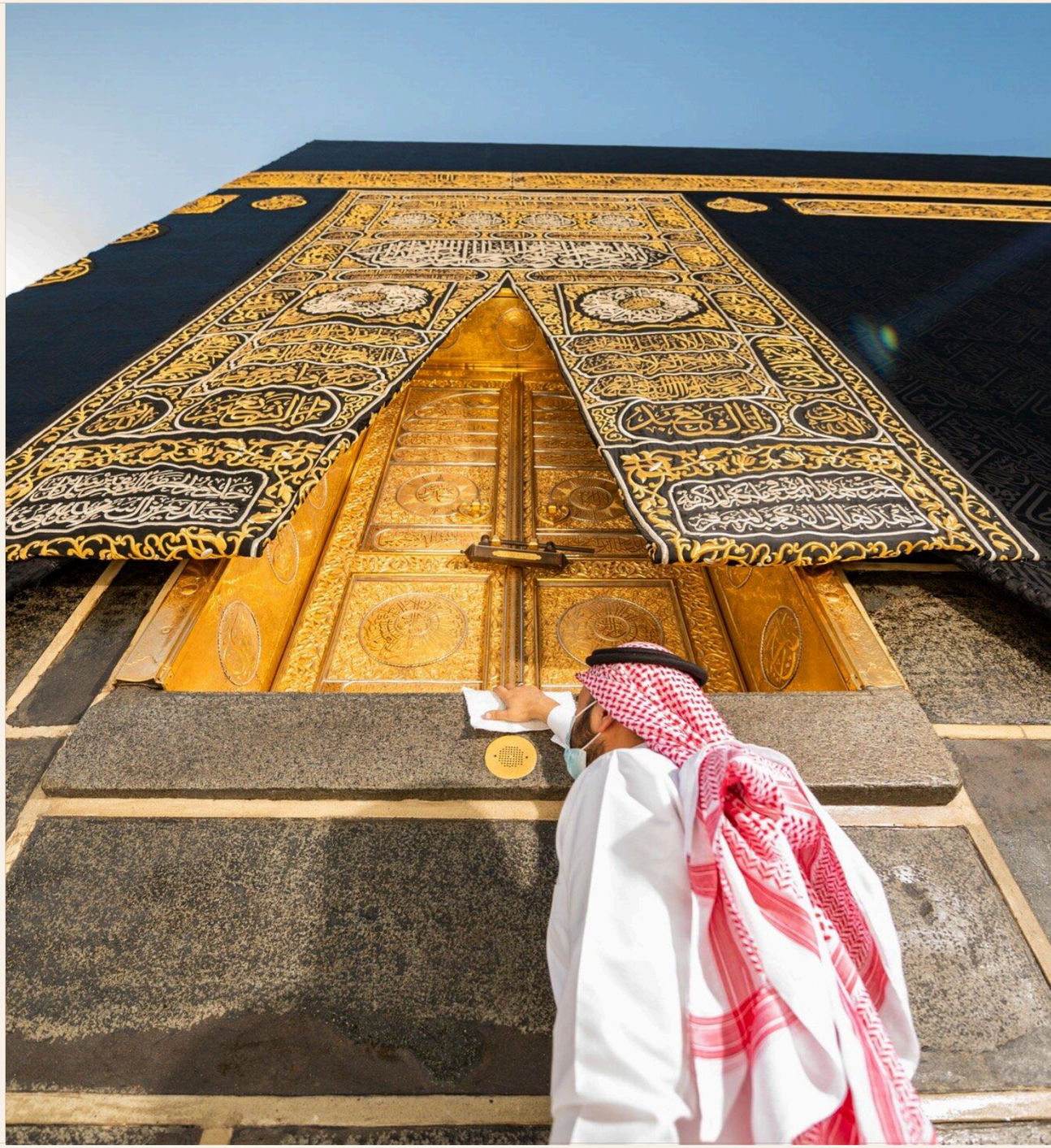
The Trustees are also responsible for maintaining proper accounting records that disclose, with reasonable accuracy, the financial position of the charity and enable them to ensure compliance with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the charity's governing document.

They are responsible for safeguarding the assets of the charity and for taking reasonable steps to prevent and detect fraud and other irregularities.

The Trustees are satisfied that Pilgrim has maintained appropriate standards of governance, financial stewardship, and regulatory compliance throughout 2025, and that the reporting requirements applicable to the charity have been fulfilled in good faith.

Approved by the Board of Trustees and signed on its behalf.

Mohammed Shabbir Hassan
Chair of Trustees
Date:



Statement of Financial Activities

For the year ended 31 December 2025

The Statement of Financial Activities has been prepared in accordance with the Charities Statement of Recommended Practice (SORP) and applicable accounting standards.

Income	Restricted £	Unrestricted £	Total 2025 £	Total 2024 £
Donations and Gift Aid	–	14,585	14,585	30,365
Charitable activities	–	105,636	105,636	104,534
Other income	3,131	2,025	5,156	11,584
Total income	**3,131**	**122,246**	**125,377**	**187,783**

Expenditure	Restricted £	Unrestricted £	Total 2025 £	Total 2024 £
Raising funds	–	1,560	1,560	110,336
Charitable activities	–	382,889	382,889	342,671
Governance costs	–	8,840	8,840	–
Total expenditure	**–**	**393,289**	**393,289**	**453,007**

Balance sheet

As at 31 December 2025

Current Assets	2025 £	2024 £
Cash at bank and in hand	120,600	380,953
Debtors	16,361	16,361
Investments	35,000	35,000
Total current assets	**171,961**	**432,314**

Current Liabilities	2025 £	2024 £
Accounts payable	(8,678)	–
Accruals	(7,800)	(7,800)
Credit card liability	(2,520)	(3,639)
Total creditors	**(18,998)**	**(11,439)**
Net assets	**152,963**	

Represented by:

Funds	2025 £	2024 £
Restricted funds	29,886	26,755
Unrestricted funds	123,077	394,120
Total funds	**152,963**	**420,875**

Approved by the Board of Trustees and signed on its behalf.
Mohammed Shabbir Hassan
Chair of Trustees

STATEMENT OF CASH FLOWS

	2025 £
Opening cash balance	377,313
Net cash movement	(259,233)
Closing cash balance	**118,080**

Cash balances reduced during the year as the charity utilised accumulated reserves to invest in platform development, marketing activity, infrastructure improvements, and strategic growth initiatives.

Despite the planned reduction in cash reserves, the Trustees remain satisfied that the charity continues to maintain sufficient liquid resources to support its ongoing operations, planned activities, and future development.

NOTES TO THE FINANCIAL STATEMENTS

1. Accounting Policies

Charity Information

Pilgrim Support is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales on 17 March 2020 (Charity Number 1188594).

The registered office is:
Pilgrim Support
3A Claps Gate Lane
London
E6 6JF

The charity meets the definition of a public benefit entity under Financial Reporting Standard 102 (FRS 102).

Basis of Preparation

The financial statements have been prepared to give a true and fair view of the charity's affairs in accordance with:

- the Charities Act 2011;
- the Charities (Accounts and Reports) Regulations 2008;
- the Statement of Recommended Practice (SORP);
- Financial Reporting Standard 102 (FRS 102); and
- applicable United Kingdom accounting standards.

The financial statements are prepared in pounds sterling, which is the charity's functional and presentation currency. Monetary amounts have been rounded to the nearest pound.

Critical Accounting Estimates and Judgements

The preparation of financial statements requires the Trustees to make certain judgements, estimates, and assumptions that affect the amounts reported within the financial statements.

The Trustees consider that no judgements have had a significant effect on the amounts recognised and that there are no estimates or assumptions that present a material risk of adjustment within the next financial year.

Going Concern

The Trustees have assessed the charity's ability to continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

Having considered the charity's financial position, future plans, and available resources, the Trustees are satisfied that Pilgrim has adequate resources to continue operating for the foreseeable future. Accordingly, the financial statements have been prepared on the going

2. Donations and Legacies

	2025 £	2024 £
General online donations	8,363	12,361
Gift Aid	6,222	18,004
Total donations and legacies	**14,585**	**30,365**

3. Income from Charitable Activities

	2025 £	2024 £
Pilgrim Support	40,048	104,534
Ramadan Referral Challenge	56,918	–
PilgrimHub	6,603	–
My Dua List	2,012	–
Umrah Fund	55	–
Total charitable activities	**105,636**	**104,534**

4. Investment Income

	2025 £	2024 £
Investment income (ROI)	-	41,300
Total investment income	-	**41,300**

5. Other Income

	2025 £	2024 £
Restricted funds received	3,131	1,256
Administration fees	393	–
Product sales	1,632	10,328
Total other income	**5,156**	**11,584**

6. Total Incoming Resources

	2025 £	2024 £
Donations and legacies	14,585	30,365
Charitable activities	105,636	104,534
Investment income	–	41,300
Other income	5,156	11,584
Total income	**125,377**	**187,783**

7. Resources Expended

	2025 £	2024 £
App development	107,078	2,673
Collaboration work	11,705	19,995
Direct expenses	23,604	25,649
Fundraising events	1,560	1,827
Pilgrim products	1,282	–
Advertising	11,683	–
Audit and accountancy fees	8,840	–
Consulting	83,302	116,980
General expenses	2,913	–
Insurance	277	268
Marketing	124,525	193,852
Subscriptions	14,023	19,812
Website	2,499	7,342
Total resources expended	**393,289**	**460,807**

8. Governance Costs

	2025 £	2024 £
Audit and accountancy fees	8,840	-
Total governance costs	**8,840**	**-**

9. Staff Costs and Trustee Remuneration

The charity had no PAYE employees during the year. Operational activities were delivered through contractors, consultants and specialist service providers. Salary related expenditure disclosed within the accounts relates to contracted personnel arrangements rather than directly employed staff.

No Trustee received remuneration during the year (2024: £nil).

No Trustee received reimbursement of expenses during the year (2024: £nil).

Key management personnel comprise the Board of Trustees and the Chief Executive Officer. No remuneration was paid to Trustees during the reporting period.

10. Taxation

As a registered charity, Pilgrim Support is exempt from corporation tax on income and gains that are applied solely for charitable purposes.

11. Investments

	2025 £	2024 £
Current asset investments	35,000	35,000
Total investments	**35,000**	**35,000**

12. Debtors

	2025 £	2024 £
Gift Aid receivable and other debtors	16,361	16,361
Total debtors	**16,361**	**16,361**

12. Debtors

	2025 £	2024 £
Gift Aid receivable and other debtors	16,361	16,361
Total debtors	**16,361**	**16,361**

13. Creditors: Amounts Falling Due Within One Year

	2025 £	2024 £
Accounts payable	8,678	–
Accruals	7,800	7,800
Credit card liability	2,520	3,639
Total creditors	**18,998**	**11,439**

11. Investments

	Opening Balance (£)	Income (£)	Expenditure (£)	Closing Balance (£)
Restricted funds	26,755	3,131	–	29,886
Unrestricted funds	394,120	122,246	(393,289)	123,077
Total funds	**420,875**	**125,377**	**(393,289)**	**152,963**

15. Cash at Bank and In Hand

Account	2025 £
Pilgrim Fund	3,190
Pilgrim Knowledge	2,824
Pilgrim Support	93,399
Pilgrim Support Income Account	5,467
Savings Deposit	10,001
Umrah Fund	5,719
Total cash at bank and in hand	**120,600**

The accompanying financial statements have been prepared in accordance with the Charities Act 2011, Financial Reporting Standard 102 (FRS 102), and the Charities Statement of Recommended Practice (SORP).

The Trustees confirm that they have approved the financial statements and authorised them for issue on behalf of the charity.

